VIRTUAL · ONE DAY

Plain Language Essentials

Many aspects of our working life are necessarily complex — but our writing doesn't need to be. Too often, documents full of complex language, jargon and convoluted sentences make reading and understanding unnecessarily difficult.

Readers appreciate information presented in plain language, which means they can understand and take action after one read. A good writer can convey a complex message simply without compromising the message itself.

This virtual plain language writing course shows you how to simplify your writing, so all readers can understand and act on it with ease. Learn to use AI to save time and improve the quality of your writing.

Who should attend

This course is for anyone who needs to translate complex, technical content into plain language, in print or online. We recommend up to 15 participants.

You learn to

- Apply a consistent process and framework to quickly generate and organize content
- Use AI to generate outlines and ideas
- Decide what information and how much detail to include
- State your main point clearly up front, and ask readers for action
- Lay out your document to make your structure scannable
- Cut excess words to energize your writing
- Use active voice and simple language to clarify your messages
- Use a positive tone to add clarity and build strong relationships
- Use readability scores to pitch your writing to the right level
- Remove AI's fingerprints to ensure your documents sound like you

What to expect

We know that people learn best by doing, so this virtual course gives you many opportunities to practice as you learn. This course combines self-directed and interactive virtual learning with a workshop session. The facilitator is available to answer questions and provide guidance and coaching during the self-directed learning portions. Use your own documents to assess your writing as we go, and revise a document to share with your peers in a culminating activity.

You receive a comprehensive digital manual containing exercises to provide practice, checklists, templates, and examples. Handy tip sheets help you transfer learning to your work-based writing.

How you spend your time

Virtual Plain Language Essentials includes the following activities in two learning modules, which we can schedule at your convenience.

Module 1

Virtual Session 1: Write your first draft
We guide you through the following steps to create a first draft of your document:

- Analyze your reader's needs and clarify your purpose
- Plan your content—quickly generate and organize your ideas
- Draft quickly

Self-directed learning
Prepare a draft of a document of your choice to bring to the next session. Your facilitator is available to answer questions and provide coaching.

Virtual Session 2: Revise for clarity and style
Bring your draft and any other documents you've written that you want to review. In this interactive virtual session, learn to:

- Structure your document – put your main point up front and make your document easy to scan
- Energize your writing by using active voice and a clear, concise style
- Use a positive tone to add clarity and build good relationships with your readers
- Keep your human voice when using AI
- Test your writing with a readability score

Module 2

Virtual Session 3: Prepare to workshop
Regroup and prepare for workshopping.

Self-directed learning
Complete exercises in the manual to practice your new skills. Revise one of your own documents and prepare to share it with your peers. Your facilitator is available to answer questions and provide coaching.

Virtual Session 4: Workshop
Share your revised document with a small group in a breakout room and give and receive feedback.